

Moderator Template Guide

ACME, Inc. December, 2012

Intro & Setup (3 min)

Greeting

Hi, I'm Stephanie from ACME calling in regards to the survey you filled out. Do you still have time now to participate in a 60 minute phone interview? Are you able to use your web browser and your phone at the same time? Great! One thing about the call today, is that we're going to ask you to join an online meeting so we can follow along with your screen movements, just for the duration of this interview, is that okay?

Overview and Permission to record

Before we get started I would like to tell you a little bit about what we are doing today. We're collecting feedback on the experience of acme.com. Basically, I'll ask you some questions while you look at the website. This will take about 45-60 minutes. With your permission, I'll record the session, only for use in this study. Is that ok?

Participant Setup

Do you have your web browser handy? Okay when you're ready I'm going to need you a short URL to type in your browser so we can get started, but do not type .com at the end. That's the only thing you have to remember. Let me know when you're ready? Great, it's just gotomeeting.com. So that's g-o-t-o-m-e-e-i-n-g-dot-com.

When that loads you should see a few pink buttons. Go ahead and click on the first (button), that says GoToMeeting. It's going to install a small plug-in in your browser to coordinate our session today. That'll take a minute, so just tell me when it's done.

After that, you can just enter your first name into the guest box - we don't need your email.

So I can now see that you've successfully joined the meeting. Do you have mic and speakers on your machine? (It's okay if you don't, we can still do the study) Now I'd like to check the audio -- if you haven't done so yet, on the GoToMeeting Control Panel, please check the button for 'Use mic & speakers.' under 'Audio.' Can you hear me okay? Now we can hang up the phone -- the rest of the meeting will take place through the computer.

Great! Next I'm going to make you a presenter. You'll see the prompt coming your way and you'll see a button appear that says Share My Screen.

Before you click that, if there's anything that you'd like to move around or hide because it's confidential, go ahead and do that first. Whenever you're ready to share everything that's on your screen, let me know.

Moderators Guide Template

Marcel A. Müller



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